

Pengaruh Selebriti Endorser, Citra Merek, Kepercayaan Merek terhadap Keputusan Pembelian Pembalut Softex di Semarang

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ABSTRAK

PT Softex Indonesia telah meluncurkan produk yang menjadi viral di kalangan perempuan muda dan wanita dewasa pada tahun 1980. Produk yang diluncurkan yaitu Softex, produk ini menjadi market leader tetapi di data top brand indeks 3 tahun terakhir ini mengalami penurunan penjualan.

Tujuan penelitian ini untuk menganalisis pengaruh celebrity endorser, brand image, brand trust terhadap keputusan pembelian pembalut Softex di Semarang. Penelitian perusahaan industri kewanitaan dari PT Softex Indonesia ini memilih kota Semarang sebagai populasi pada penelitian dengan penyebaran kuesioner, serta teknik sample (non acak) dengan metode purposive sampling. Sampel dari 100 responden wanita yang pernah membeli & menggunakan dan pernah melihat iklan Dian Pelangi serta Stella JKT 48. Analisis menggunakan linear berganda, hipotesis membuktikan hasil data pada uji F / uji simultan dan hasil data pada uji t / uji parsial menunjukkan celebrity endorser (X1), brand image (X2), brand trust (X3) berpengaruh positif dan signifikan terhadap keputusan pembelian (Y) pembalut Softex di Semarang. Kemampuan semua variabel bebas dalam menjelaskan variabel terikat 84.8%, sedangkan sisa dari variabel-variabel lain di luar penelitian sebesar 15,2%.

Dalam penelitian ini variabel brand trust merupakan faktor terbesar terhadap keputusan pembelian. Brand image menjadi variabel kedua yang mempengaruhi keputusan pembelian. Kemudian celebrity endorser menjadi variabel ketiga yang mempengaruhi keputusan pembelian pembalut Softex di Semarang.

Kata Kunci : Selebriti endorser, citra merek , kepercayaan merek, keputusan pembelian

The Influence of Celebrity Endorser, Brand Image, Brand Trust on Purchasing Decisions of Sanitary Pad Softex in Semarang

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ABSTRACT

PT Softex Indonesia has launched a product that becomes a viral among young women and adult women in 1980. The products were launched, namely Softex, this product into a market leader but in top brand index data 3 years experienced a decline in sales.

The purpose of this research was to analyze the influence of celebrity endorser, brand image, brand trust on purchasing decisions of sanitary pad Softex in Semarang. Research on the industrial sanitary napkin from PT Softex Indonesia choose Semarang city as the population on research with the dissemination of the questionnaire, as the technique (non random) sample with the purposive sampling method. Sample of 100 woman respondents were ever bought & used, and ever see advertising artist Dian Pelangi and Stella JKT 48. The analysis on multiple linear regression, the hypothesis proved data result of F-test / simultaneously test and result of t-test / parcial test showed that celebrity endorser(X1), brand image(X2), brand trust(X3) has significant and positive effect on purchasing decisions of sanitary pad Softex in Semarang. The ability of all independent variables in explaining the variable bound to 84.8%, while the rest of the other variables outside the research amounted to 15.2%.

In this research Brand Trust variable became is the biggest factor on purchasing decisions of sanitary pad Softex in Semarang. The brand image variable into a second variable that influence on purchasing decision. Then the celebrity endorser became third variable that have influence on purchasing decision of sanitary pad Softex in Semarang.

Keyword : Celebrity endorser, brand image, brand trust , purchasing decision